

Meeting name: Communications Steering Committee

Minutes

Date: June 21, 2017

1. Welcome – Laura

2. Roll Call – Laura

Present	Excused
Laura Ruppert, Indiana State Cancer Registry	Carol DeSantis, ACS
Annette Hurlbut, Elekta	Chandrika Rao, North Carolina Cancer Registry
Becky Cassidy, LLUCC	Dan Curran, C/Net Solutions
Robin Malicki, Population Registries of Wisconsin	Lori Swain, NCRA, primary Liaison to NAACCR Board
Winnie Roshala, Cancer Registry of Greater California. Secondary Liaison to NAACCR Board	Mignon Dryden, Cancer Registry of Greater California
Charlie Blackburn, NAACCR staff	Susan Gershman, Massachusetts Cancer Registry
Dustin Dennison, NAACCR staff	
Guest: Dianne Jackson (Jamaica Registry)	

3. Minutes – Laura

- Any changes to the May minutes - No changes, **APPROVED**

4. NAACCR Brochure 2013 update (due 7/2017) – Charlie

Action Item: Charlie will send out brochure update draft to the Committee via Causeway for review/comment.

5. CEO Cancer Gold Standard Re-Accreditation – Charlie

- Charlie background on the CEO Cancer Gold Standard provided in corporate America. Employers endorsing activities. Cancer being one of the main focus. Many years ago NAACCR made the designation and each year it has been re-awarded. Buried in their website. NAACCR wants to share on social media, website and push it out. Promotes the CEO accreditation. Poster has been placed near NAACCR's annual conference registration table. Dustin has places on NAACCR website – announcements section.

Action Item: Robin to further publicize via social media.

6. Communications Working Groups

- Social Media WG lead, update – **Robin/Dan/Dustin** – Robin is working with Dan/intern to organize schedule of postings, etc. Committee agrees to keep up the good fight for social media posting.

Action Item: Create a plan/implement poster(s)/t-shirts, giveaways for 'getting the word out' at future conferences where contest active. 2017 contest entries to be judged – 'live stream' recorded in front of the NAACCR booth tomorrow.

- NAACCR Review Blog Site Status – **Becky** – Reported approximately 18 articles processed thru the year. NAACCR's website sidebar does include online submission for NAACCR Review.

Action Item: Dustin to send out Google analytics link via email to CSC members.

- NAACCR Narrative Summer issue release **Chandrika/Dustin** – Deadline for articles 7/3

- Dustin announced a change to NAACCR.org updates made for Narrative publication

7. Forum for concerns/update/etc-Dustin

- Jim Hofferkamp using Forum site for Edits, etc. It will be used for 2018 Implementation discussion as well.
- Dustin reviewed with Betsy re NAACCR website contest possibility and will listen out for her approval. At this time, no further action.

8. Job Postings

- **Action Item:** Following our Annual Meeting and the change in leadership, be brought to the Board via our Board Liaison, to be brought to new Board so that it will be update the Communications – Best Practices document update to the Job Postings section for NAACCR website including fact gathering and then update the Communications – Best Practices document update.

9. New Meeting Time-ALL

- Laura shared, post survey, meetings will be either second or third Wednesday of each month will be 10:30 am - 11:30 am EST. Frank Boscoe (NY) will be coming on as Liaison to the NAACCR Board.
Action Item: Dustin will review the NAACCR calendar and set up second or third Wednesday 10:30 am – 11:30 am EST, then send out calendar invite for CSC members.

10. Annual Conference Communications-ALL

- Survey tool for membership feedback available in registrants' bags at conference
Action Item:
Survey results to be gathered and results assimilated by NAACCR office
- Social Media contest – contest plan underway – winner to be selected and announced tomorrow morning (Dustin/Robin)
- NAACCR giveaways lunch box; lip balm; hand sanitizer
- Photographer contracted and doing a great job of taking pics
Action Item: Pictures will be posted on Flickr – any ideas for what to do with the pics much appreciated
- Calum Muir/Constance Percy Memorial awards release to now be posted

11. Causeway Tutorial-Charlie

- Causeway tutorial to be reviewed on 7/13 conference call (Dan Curran/Susan Gershman with Charlie/Dustin) and updates then to be applied to the Causeway tutorial.

12. Certification Press Release-Laura

- Inquiry received re whether NAACCR had a template for press release announcing NAACCR Certification. Samples from IL, IN, NC were provided.
Action Item: Laura/Robin will work with Charlie towards a press release packet for central registries to have access to for publication.

13. Closing remarks / Adjournment – Thanks given to membership, special thanks to outgoing Annette Hurlbut, Charlie/Dustin for their support from the NAACCR office, and encouragement to share ideas for the new year give to Laura Ruppert and co-chair Robin Malicki.

14. Next Call – 7/12/2017 or 7/19/2017 post review of NAACCR calendar